Kansas City Streetcar Authority
KC Streetcar Sponsorship Program
Request for Proposal

May 2016

DUE DATE AUGUST 1, 2016

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (RFP) to firms, organizations, companies or individuals (Proposers) interested in sponsoring a KC Streetcar Stop. The proposer will work in partnership with the KCSA staff and the KCSA Marketing Committee in developing a streetcar sponsorship agreement that is mutually beneficial to all parties.

Background

The KC Streetcar downtown line runs north and southbound for approximately 2.2 miles through the heart of downtown Kansas City, Missouri. The route is primarily on Main Street from Union Station/Crown Center to The River Market area. It also includes the following streets in the River Market area:

- 3rd Street from Delaware to Grand
- 5th Street from Delaware to Grand
- Grand from 3rd to 5th Streets
- Delaware from 3rd to Independence

The KC Streetcar has 16 stops along the downtown route, 13 of which have shelters, markers and Smart City digital kiosks. Three of the streetcar stops are shared stops with the RideKC buses. There is no fare to ride the KC Streetcar, is climate controlled and has a maximum capacity of 150 riders per vehicle. There are a total of 4 KC Streetcar vehicles that are all bicycle, wheelchair and stroller friendly and offer level boarding at all of the 16 stops.

It is projected that the KC Streetcar will carry at least 2,700 riders per day and operate 7 days a week. The specific hours of operation for the KC Streetcar are:

- Monday-Thursday: 6:00 am – Midnight
- Friday: 6:00am – 2:00am
- Saturday: 7:00am – 2:00am
- Sunday: 7:00am – 10:00pm

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

Program Details

A. Proposed Values and Terms

- Streetcar Stop sponsorships would require a minimum 3-year term, with 5 years as the target term.

- Annual revenue targets per streetcar stop are as follows:

KC Streetcar Stop Sponsorship Annual Valuation Targets			Status
Number	**Streetcar Stop**	**Amount**	
1	Union Station	$35,000	
2	Crossroads North	$20,000	
3	Crossroads South	$20,000	
4	Kauffman North	$20,000	
5	Kauffman South	$20,000	
6	Power & Light North	$30,000	
7	Power & Light South	$30,000	
8	Metro Center North	$25,000	
9	Metro Center South*	----------	
10	Library North	$25,000	Sponsored
11	Library South	$25,000	Sponsored
12	North Loop – North*	----------	
13	North Loop – South*	----------	
14	City Market	$20,000	
15	River Market North	$15,000	
16	River Market West	$20,000	

*These streetcar stops do not have shelters. Price and terms negotiable.

Sponsorship Package

Streetcar Stop Sponsorship Packages include the following:

1. Sponsor Signage Exposure

- Sponsor Name Designation will be included on the KC Streetcar Stops/Shelters and will be visible by transit passengers, automobile passengers traveling, pedestrians and cyclists, and visitors to local landmarks and seasonal events.

  See attachment A for detailed sponsorship signage guidelines and supporting examples.

- Sponsor ID will be included on KC Streetcar website, www.kcstreetcar.org.

2. On-line/Social Media Exposure

- KC Streetcar Stop Sponsor will receive specific recognition on the KC Streetcar website via the sponsorship page, posts, news items and emailed streetcar updates.

- KC Streetcar Stop Sponsor will receive recognition and promotional support in KC Streetcar social media posts, including Facebook, Twitter and Instagram.

B. Program Intent

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

As per the KCSA Advertising Policy and Guidelines, it is the intent of the KCSA to create a non-public forum and sponsorship program designed to generate revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship transaction shall be subject to the applicable KCSA policies, agreements, and regulations. All sponsorship content and related agreements will be subject to and must be in compliance with all laws including all Kansas City and Missouri, and Federal Transit Administration laws and regulations.

C. Submission Requirements and Schedule

Upon submittal of sponsorship ideas, please include the following information about your company and your related proposal.

- Sponsoring Agency/Company Information
    i. Name
    ii. Address
    iii. Agency/Company Description (core business description, how long you've been in business, etc.)

- Description of intent and interest
    i. Description of intended and desired sponsorship execution strategy, including example messaging and proposed execution strategy.
    ii. Description explaining why KC Streetcar sponsorship is of interest and how you seek to support and add value to the KC Streetcar brand, image, and position.

- KC Streetcar Asset Identification
    i. Identification and description of specific KC Streetcar Stop and/or KC Streetcar asset proposed for sponsorship

- Proposed Sponsorship Terms- For each asset listed under C3 please include specific proposed terms, as listed below.

    i. Annual Proposal Fee (see target fee structure in section A).
    ii. Term Length (minimum of 3 years).
    iii. Total Value (fee x term length)

To be considered for this sponsorship opportunity, please submit the above information by August 1, 2016 via e-mail to Donna Mandelbaum, re: KC Streetcar Sponsorship, at dmandelbaum@kcstreetcar.org. Questions can be directed to **dmandelbaum@kcstreetcar.org** or 816.627.2526.

D. Evaluation Factors for Sponsorship

The factors used to evaluate proposing sponsors include the follow:

1. Conformance to KC Streetcar Advertising Policy guidelines (see attachment B) – **Prerequisite**
2. Value and fee (annual value per asset and total value per asset) - 40%
3. Company History - 20%
4. Alignment with KC Streetcar Brand, Intent, and Position- 40%

E. Selection Process

Selection of sponsors will be selected at the sole judgment of the KCSA Board of Directors. KCSA will consider all parts of the proposal collectively, but place an emphasis on evaluation factors outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that in the sole judgment of KCSA best satisfies the requirements in the RFP and the expectations of KCSA and can do so at the best value to KCSA. Selection may not be the proposal with the highest value. Respondents may not contest the selection of the KCSA for any reason.

Selection does not guarantee a sponsorship contract. After selection, the contractor and KCSA will discuss and agree on final sponsorship parameters, contract amount and terms of the contract. If the

contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposal.

F. Addendum for KC Streetcar Vehicle Sponsorship

Please see attached addendum for additional information about sponsorship of a KC Streetcar vehicle

G. Attachment A

Please see attached Sponsorship Guidelines for the Streetcar Stops and Streetcar Vehicles.

H. Attachment B

Please see attached draft advertising guidelines for the KC Streetcar assets.

ADDENDUM
Kansas City Streetcar Authority
KC Streetcar Sponsorship Program
Request for Proposal – Streetcar Vehicle Sponsorship

Issued June 22, 2016

Along with this Request for Proposal (RFP) for KC Streetcar Stops, the Kansas City Streetcar Authority (KCSA) is issuing an addendum to this RFP to firms, organizations, companies or individuals (Proposers) interested in sponsoring a KC Streetcar. The proposer will work in partnership with the KCSA staff and the KCSA Marketing Committee in developing a streetcar sponsorship agreement that is mutually beneficial to all parties.

Streetcar Vehicle Sponsorship Program

KCSA seeks to use this open and competitive process to assess public interest and value from potential vehicle-related sponsorship arrangements. KCSA reserves the right to select anyone, no one, or a combination of proposers. Unlike conventional advertising that is ever-changing, the formation of a sponsorship program related to KC Streetcar vehicles, seeks to identify and secure long-term, strategic partners whom align with the adopted brand, vehicle design, and strategic function of the KC Streetcar system and its operation.

KCSA is providing significant flexibility for prospective sponsors to propose potential vehicle and or system sponsorships.

VEHICLE OR SYSTEM SPONSORSHIP

TERM: Minimum term of 3 years, target term of 5 years.
ASSET: 1, 2, 3, or 4 vehicles, and/or the complete system.
VALUE: Sponsorship value will be proposed by prospective sponsor. For general reference the base annual vehicle sponsorship target is +$100k annually per professional valuation report (not including fixed cost associated with graphic design and/or installation).

Vehicle Sponsorship Package
Vehicle Sponsorship Packages include the following:

A. *Sponsor Signage Exposure*

- Sponsor Name Designation will be included on fixed signage on the KC Streetcar Vehicle (exterior) and will be visible by resident transit passengers, automobile drivers and passengers, pedestrians, and cyclists, and visitors to local landmarks and seasonal events.

- See attached sponsorship guidelines for more information.

B. *Media/Online/Social Media Exposure*

- KC Streetcar Vehicle or System Sponsor will receive specific recognition on the KC Streetcar website via the sponsorship page and emailed streetcar updates from KCSA.

- KC Streetcar Vehicle or System Sponsor will receive recognition and promotional support in a KCSA news release and in KC Streetcar social media posts, including Facebook, Twitter and Instagram.

Attachment A

Please see attached Sponsorship Guidelines

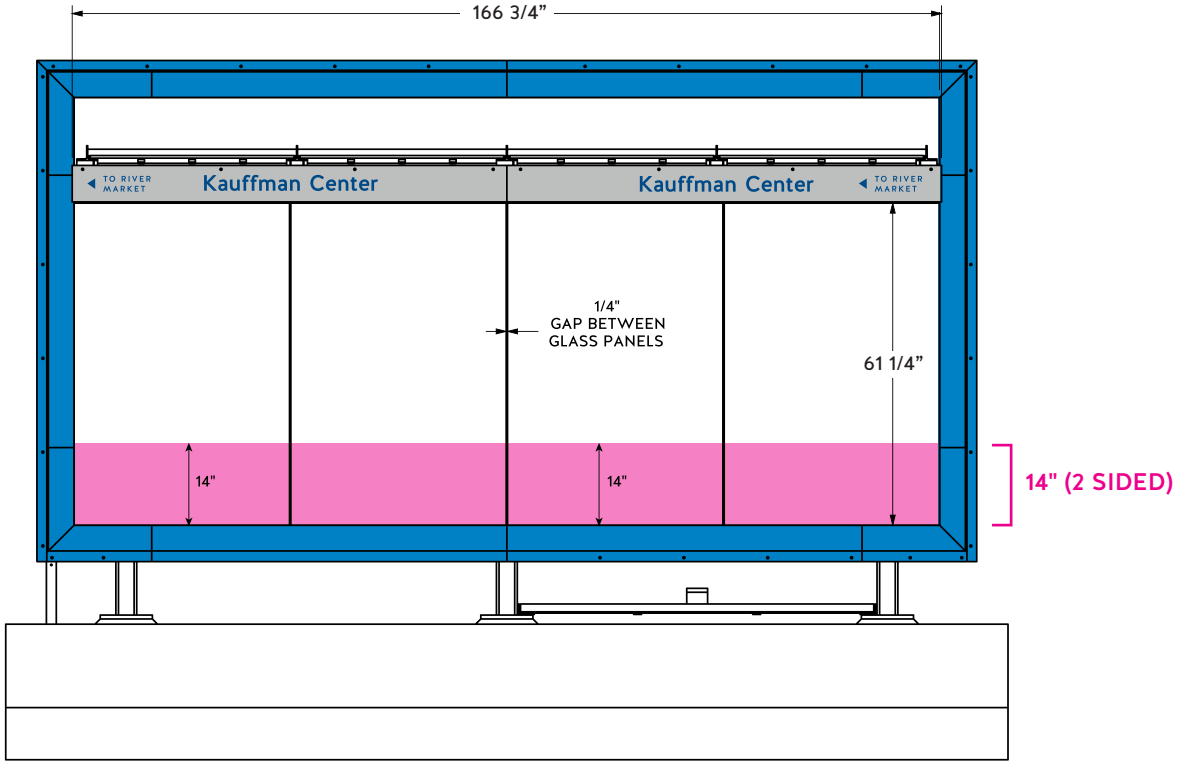
for the Streetcar Stops.

SHELTER GLASS SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters is 14" from the bottom of the frame. The advertising is not to encroach on the blue frame. In addition, it is not to encroach into the area above, which must remain transparent for safety purposes.

The total live area for advertising is
14" H by 166 3/4" W

The KC Streetcar Authority reserves the right to approve all final art before production and installation.

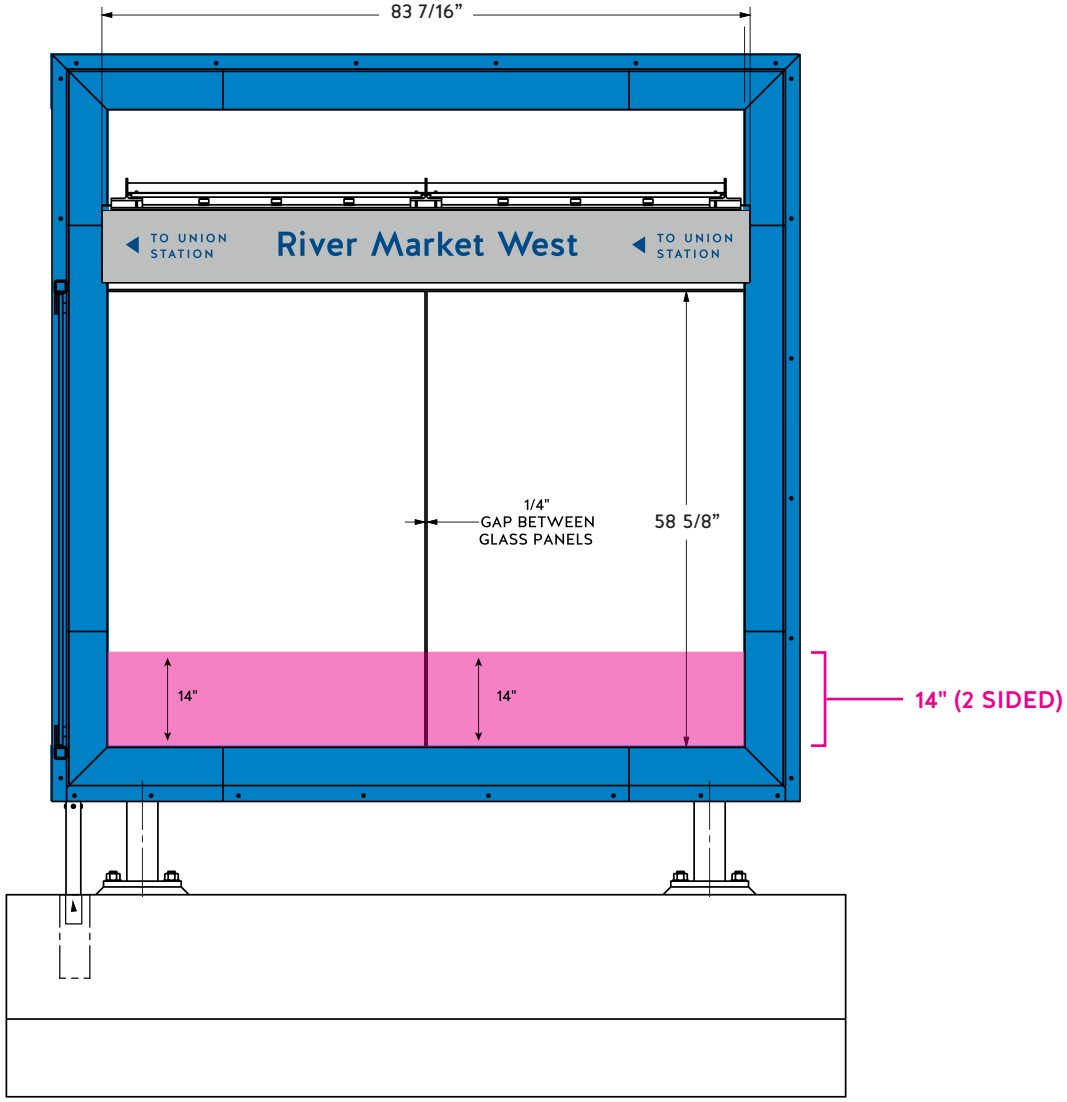


SHELTER GLASS SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters is 14" from the bottom of the frame. The advertising is not to encroach on the blue frame. In addition, it is not to encroach into the area above, which must remain transparent for safety purposes.

The total live area for advertising is
14" H by 83 7/16" W.

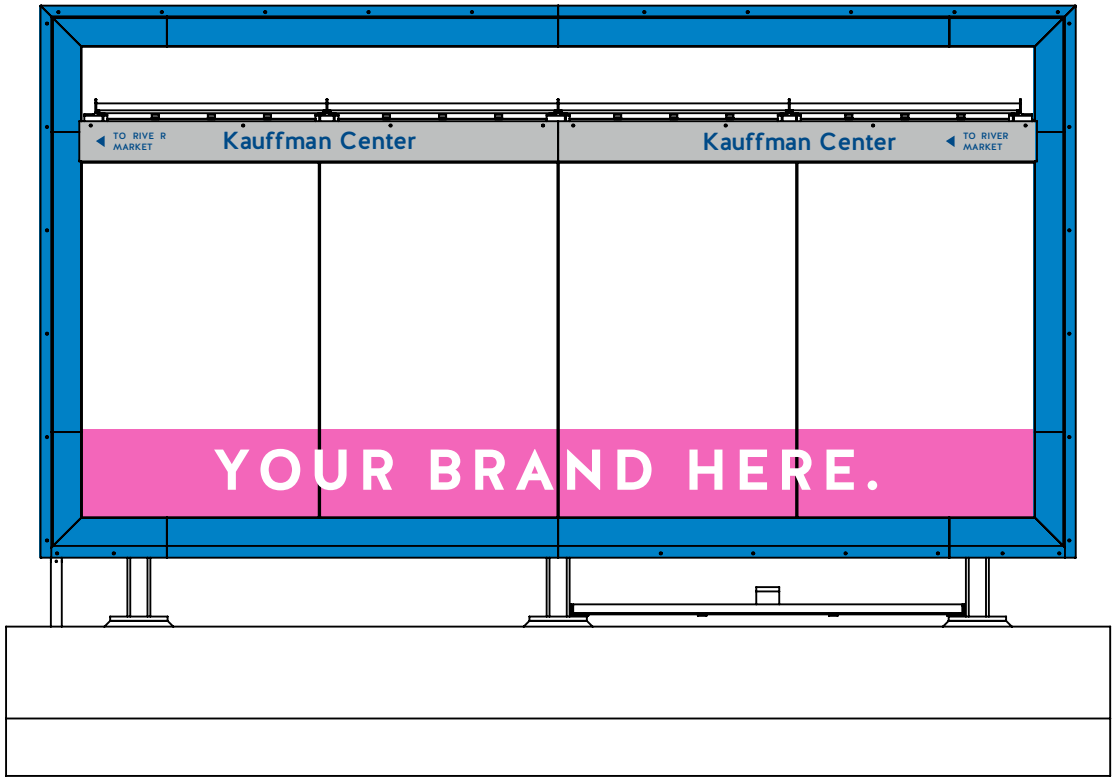
The KC Streetcar Authority reserves the right to approve all final art before production and installation.



SHELTER GLASS EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

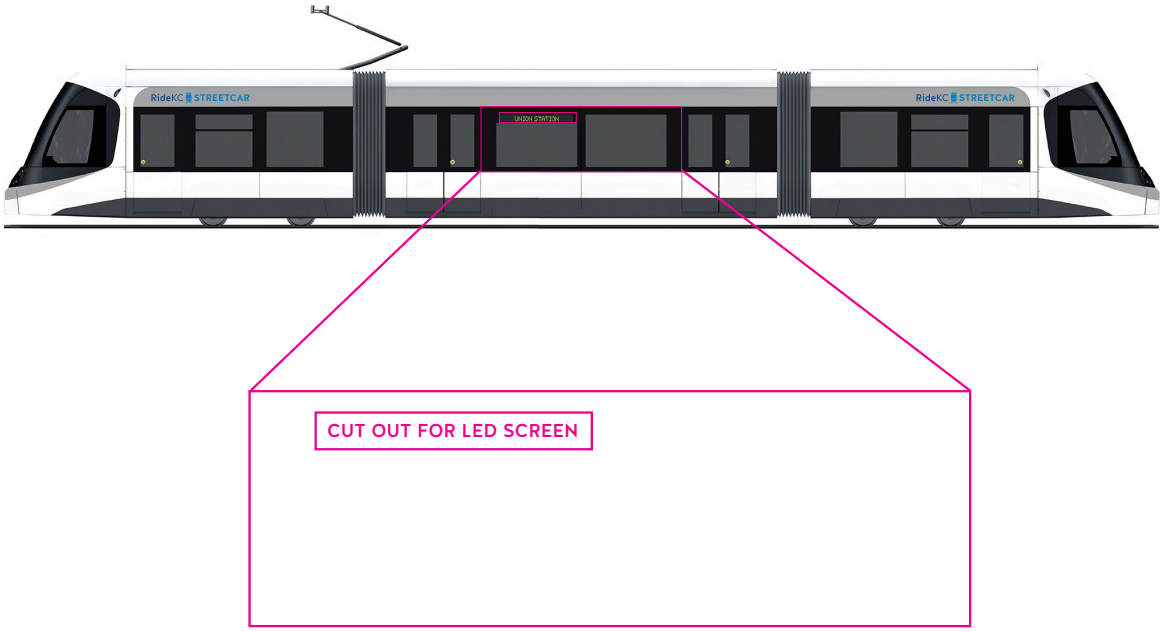
*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.

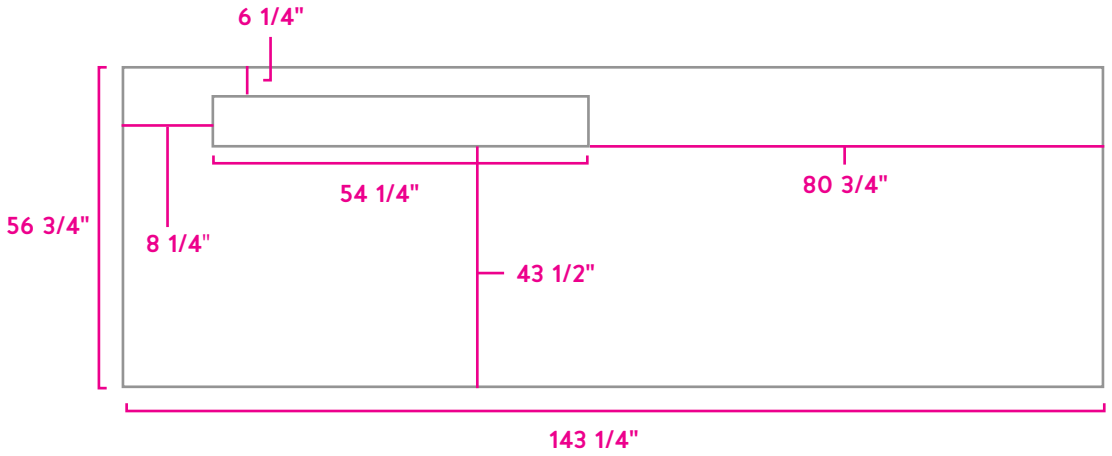


SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass is available for sponsorship opportunities. All graphics need to remain on the glass window sections UNLESS special permission is granted by the KC Streetcar.

The KC Streetcar Authority reserves the right to approve all final art before production and installation.





SPONSORSHIP LIVE AREA

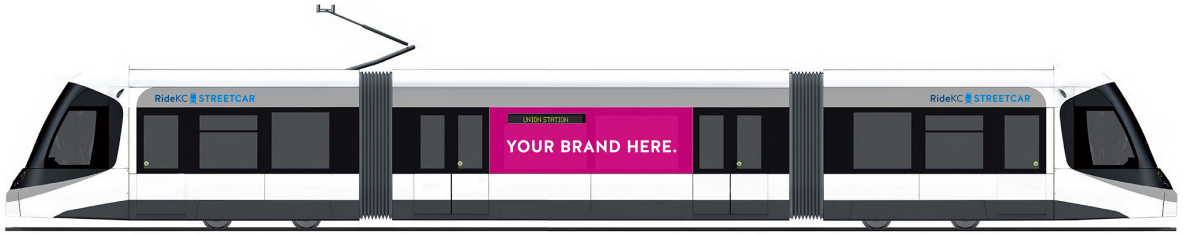
EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authorty for approval.

Sponsorships will need to be confined to the middle car of the vehicle and will need to remain inside the live area showed on page 54.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.



Attachment B

Please see attached draft advertising guidelines
for the KC Streetcar assets.

DRAFT

Kansas City Streetcar Authority (KCSA)

Sponsorship & Advertising Policy and Guidelines

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

KCSA will be offering the sale of sponsorship and advertising, as well as other marketing and promotional opportunities, as further outlined in the KCSA Sponsorship and Advertising Policy and Guidelines. KCSA's intent is to create a non-public forum and commercial sponsorship and advertising program designed to generate advertising revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors and advertisers, as well as the advertisers' proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship and advertising transactions shall be subject to the applicable KCSA sponsorship and advertising order documents and agreements. All sponsorship and advertising will be subject to and must be in compliance with all laws including all Kansas City and Missouri laws and ordinances.

The below are KCSA's current Sponsorship and Advertising Policy and Guidelines, which can be amended, changed and/or modified in any way at any time without notice by KCSA within its sole discretion.

# # #

I. Prohibited Advertising Content. Advertising is prohibited on KCSA designated transit facilities, vehicles and streetcars, if it is from a prohibited advertiser and/or contains any of the following content:

   a. Issue Advertising. Advertisements expressing or advocating an opinion, position and/or viewpoint on matters of public debate about economic, political, religious, social, moral or non-commercial issues are prohibited.

   b. Prohibited Products, Services or Activities. Any advertising promoting and/or depicting the following products, services or activities or that use brand names, trademarks, slogans or other material that are identifiable or associated with such products, services or activities is prohibited on transit facilities, vehicles and streetcars.

      i. False or Misleading. Any material that is false, fraudulent, misleading, deceptive or unfair.

      ii. Illegal. Advertising that promotes or relates to an illegal product, service or activity.

      iii. Alcohol and Tobacco. Advertising featuring any alcohol, e-cigarettes, tobacco and tobacco related products, including, but not limited to, products that simulate and/or encourage the act of smoking any tobacco or nicotine product and chewing tobacco.

iv. Firearms or Weapons. Advertising of firearms, weapons, ammunition or explosives, including, but not limited to, the sale, rental, distribution or availability of firearms or firearms-related products.

v. Prescription Drugs. Advertising containing or focusing on the sale of prescription medications

vi. Violence. Advertising that promotes or displays images or language that presents depictions of or promotes (i) overly violent acts or practices, (ii) harm or violent acts or practices against humans or animals, (iii) graphic images of humans or animals, and human or animal body parts, or (iv) incites or provokes violence or an immediate breach of the peace, lawlessness or violent action. .

vii. Language. Advertising that contains vulgar, obscene, crude, profane or inappropriate language.

viii. Adult Content. Advertising that promotes or displays images featuring depictions of people in overly explicit or sexually suggestive positions or situations, adult entertainment services or sexually oriented businesses, adult films, and video games rated "M" or higher.

ix. Demeaning or Disparaging. Advertising that contains images, copy and/or concepts that denigrate, demean, disrespect or disparage any individual, group, organization or business, including, but not limited to KCSA.

x. Copyright, Trademark and Other Intellectual Property Rights. Content that infringes upon or violates the rights of any third party, including, but not limited to, copyright, trademark, privacy, publicity, or other personal or proprietary rights.

xi. Political. Advertisements promoting or opposing a political party or organization, or promoting or opposing the election of any candidate, group of candidates or party for any office.

xii. Harmful or Disruptive to the KCSA System. Any content or material that is objectionable under contemporary and evolving community standards as to be reasonably foreseeable that it may result in harm to, disruption of and/or interference with the KCSA system.

xiii. KCSA's Endorsement. Contains images, copy or concepts that represent, directly or indirectly, a tie-in, association, or endorsement by the KCSA of the advertiser or the advertiser's product or service, unless such tie-in, association and/or endorsement is officially approved in writing by KCSA.

xiv. Unsafe Transit Behavior. Advertising promoting any unsafe or reckless behavior or action with respect to streetcar related activity occurring in or around KCSA's streetcars and facilities.

II. Sponsorship and Advertising Review and Approval Process

a. A potential advertiser, as well as the advertiser's proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. KCSA will outline the process

for any such advertiser and sponsorship and advertising submission, which shall include the manner and timing relating to such submission.

b. Any approval can be withdrawn at any time without notice and without reason, all within the sole discretion of KCSA.

c. In addition, the terms relating to any advertising transaction shall be subject to the applicable KCSA advertising order documents and agreements.